

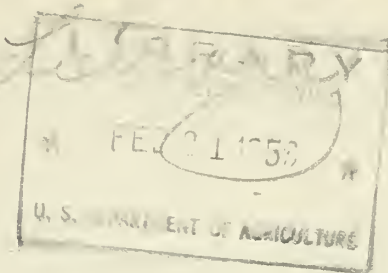
## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



280.3939  
M34C

# Consumer Purchases of Selected FRUITS AND JUICES



in **DECEMBER**

1955



UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

## PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 5,800 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES  
IN DECEMBER 1955

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Household consumer purchases of fresh citrus fruit in December 1955 were generally lower than in December a year ago. Total fresh orange purchases were about 13 percent lower than in December of 1954, lemons about 11 percent and tangerines about 23 percent lower. Consumers, however, reported slightly larger purchases of fresh grapefruit during December than a year earlier. Purchases of each of these fresh fruits during December 1955 were larger than in the preceding month, November 1955. Householders reported paying higher average prices for fresh citrus during December 1955 than a year earlier.

During December 1955 householders bought larger quantities of canned single-strength grapefruit and orange-grapefruit blended juices than in the same month of 1954. Purchases of canned single-strength lemon juice were considerably smaller than a year earlier, while purchases of canned single-strength orange juice were slightly below the volume reported in December 1954.

Frozen concentrated orange juice purchases during December declined from the volume reported in the preceding month but held at a level slightly higher than reported in December 1954. Prices paid continued to average slightly higher than a year earlier.

Purchases of frozen concentrate for lemonade during December 1955, although seasonally low, were moderately larger than during December 1954. Prices paid averaged about 1.7 cents a 6-ounce can lower than a year earlier.

Householders reported moderately larger purchases of canned single-strength orangeade and shelf-pack concentrate for orangeade during December 1955 than in December 1954. Prices reported paid for these products were almost unchanged from December a year earlier.

Purchases of noncitrus juices by householders during December 1955, in most instances, were well above the volumes reported in December a year earlier. Of the canned single-strength juices, tomato juice was the only noncitrus item that was not purchased in appreciably larger volume by householders compared with a year earlier. Consumers also purchased about 14 percent more frozen concentrated grape juice in December 1955 than

during the same month of 1954. Householders reported paying about the same price as a year earlier for tomato juice, but lower prices for other noncitrus items carried in this report.

#### FROZEN JUICES AND ADES

Household purchases of frozen concentrated orange juice during December 1955 were almost unchanged from a year earlier. Purchases were moderately lower than in the preceding month, November 1955. Prices reported paid by consumers during December 1955 averaged 16.7 cents per 6-ounce can, almost unchanged from the two preceding months, but about 0.8 cent higher than a year earlier (fig. 4).

The proportion of the Nation's families buying frozen concentrated orange juice during December was down slightly from October and November 1955. A slightly larger proportion of families, however, bought this product in December than a year earlier. A decrease in the average quantity purchased by these families during December 1955 compared with December a year ago almost offset the effect of purchases by more families.

Household purchases of frozen concentrated grape juice during December were about 8 percent lower than in the preceding month. Despite this decline, purchases during December 1955 were about 14 percent larger than during December a year earlier. Prices paid were up fractionally from the preceding month but about a cent per 6-ounce can lower than a year ago (table 2).

Consumer purchases of frozen concentrate for lemonade continued to decline from the seasonal peak reached in the summer. Purchases of less than 0.2 million gallons were reported in December 1955 compared with about 2.5 million gallons in July 1955. Purchases in December, however, were almost 16 percent larger than the volume reported during December 1954. Householders paid about 1.7 cents less per 6-ounce can than a year earlier (fig. 5).

There was a slight increase in the proportion of families buying frozen concentrate for lemonade during December compared with a year ago. The average quantity purchased by buying families during the month was also up from December 1954 (table 2).

The volume of canned single-strength orangeade bought by householders during December 1955 was almost unchanged from the preceding month but was about 14 percent larger than in December 1954 (fig. 5). This increase was the result of more families buying since there was a slight decrease in the average amount purchased by buying families. Prices paid in December were almost unchanged from the same month of 1954 (table 1).

Purchases of shelf-pack concentrate for orangeade were moderately larger in December 1955 than in the same month a year earlier. Prices paid were almost unchanged from a year ago (table 2).

## CANNED JUICES

There was little change in the volume of householders' purchases of canned single-strength orange juice in December 1955 compared with a year earlier. Purchases, however, were moderately larger than in the preceding month, November 1955. Prices reported paid for canned orange juice during December 1955 averaged slightly higher than a year ago, but were almost unchanged from the preceding month (fig. 6).

The average quantity purchased by buying families during December was slightly larger than during December a year ago, but the proportion of families reporting the purchase of canned orange juice during the month was slightly smaller than in December a year earlier (table 1).

The quantity of canned single-strength grapefruit juice purchased by householders during December 1955 was about a fifth larger than in the same month of 1954. Purchases were also moderately larger than in the preceding month, November 1955. Prices paid averaged about a half cent per 46-ounce can higher than in December a year earlier (fig. 6).

Buying families averaged purchasing almost  $2\frac{1}{4}$  of the 46-ounce cans of grapefruit juice in December 1955 compared with almost 2 cans a year earlier. There was also a slight increase in proportion of families buying this product during the month compared with December 1954.

A slightly larger volume of orange-grapefruit blended juice was purchased by household consumers in December 1955 than in December a year earlier. Purchases held at about the same level as in the preceding month. Consumers reported paying slightly higher prices for canned blended juice in December 1955 than in the same month of 1954 (fig. 6).

There was a slight increase in the proportion of families purchasing orange-grapefruit blended juice in December. The average quantity bought by these families during the month was almost unchanged from a year earlier.

Canned and bottled lemon juice purchases by householders during December 1955 were almost a fourth smaller than a year earlier. Purchases, however, held at about the same level as in the preceding month, November 1955. Prices paid during December 1955 averaged about 0.5 cent a 24-ounce can lower than a year ago.

About 1.5 percent of the Nation's families reported buying canned single-strength lemon juice during December 1955. This compares with 5.2 percent of all families buying during July 1955, the highest proportion of families buying during any month of 1955.

The quantity of pineapple juice purchased by the Nation's families during December 1955 was about 11 percent larger than a year ago. The proportion of families reporting the purchase of this product during

December 1955 was unchanged from a year earlier. Buying families, however, reported larger average purchases. Prices paid were about 3 cents a 46-ounce can lower than in the same month of 1954.

Householders' purchases of canned single-strength tomato juice in December 1955 were almost unchanged from a year earlier. Purchases were down about 14 percent from the preceding month. Prices paid for tomato juice by household consumers in December 1955 averaged slightly higher than in the preceding month and were almost unchanged from a year ago.

Purchases of prune juice were about 23 percent larger than a year ago. Prices paid by consumers were about a cent per 32-ounce container lower than a year earlier.

Grape juice purchases during December 1955 were about a fifth larger than in December 1954. Prices paid were slightly lower (table 1).

#### FRESH CITRUS

Householders' purchases of fresh oranges in December 1955 continued to rise seasonally, but total purchases during the month were moderately lower than in December 1954. A substantial decrease in purchases of California-Arizona oranges compared with a year earlier was reported by households during December. This decrease more than offset a slight increase in purchases of Florida oranges. Prices reported paid for fresh oranges during December averaged slightly higher than in the preceding month and about 4 cents per dozen higher than in December 1954 (fig. 6).

Both the proportion of the Nation's families reporting the purchase of fresh oranges and the average quantity bought by those families during December 1955 were down from December a year earlier (table 3).

Householders during December 1955 reported buying a slightly larger quantity of fresh grapefruit than a year earlier. Purchases identified as Florida grapefruit were almost one-fifth larger during December than a year ago. Purchases of grapefruit identified as from other areas, however, were substantially smaller than in December 1954.

Householders reported paying the same price per dozen for fresh Florida grapefruit during December as a year earlier, but prices reported paid by households for all fresh grapefruit averaged about 3 cents a dozen higher than in December 1954.

The increase in total purchases of grapefruit during December, compared with a year earlier, reflected a slight increase in both the proportion of families buying and in the average quantity purchased by these families (table 3).

Householders reported purchasing about a 23 percent smaller volume of tangerines in December 1955 than in the same month a year ago. Present estimate of production of tangerines in the 1955-56 season is about 10 percent below last year. Shipments of fresh tangerines from mid-November to mid-December 1955 were about 21 percent below the corresponding period a year earlier.

Prices reported paid by households for tangerines in December averaged somewhat higher--about 7 cents a dozen--than a year earlier. Both the proportion of families reporting purchases of tangerines and the average quantity purchased by these families during December were down from December 1954 (table 3).

Household consumers purchased about a tenth smaller volume of fresh lemons in December 1955 than a year earlier. Purchases were up slightly from the preceding month (fig. 7).

The decrease in lemon purchases during December 1955 compared with a year earlier was the result of a smaller proportion of families buying, as the average purchase by those families was unchanged from December 1954. Prices paid in December 1955 averaged about 2 cents a dozen higher than a year earlier (table 3).

Table 1.--Canned single-strength juices and ades: U. S. total consumer purchases and average price, December 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1955	1954	1955	1954	Purchases		Quantity per purchase			1955	1954
	Percent	Percent	cases 1/	cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	9.7	10.0	1,038	1,056	1.7	1.6	56.4	57.7	46	32.8	32.0
Grapefruit	8.1	7.8	930	767	1.6	1.5	64.2	59.8	46	25.2	24.6
Orange and gpft. blend	3.0	2.9	244	235	1.4	1.4	52.7	53.1	46	30.2	29.4
Lemon	1.5	2.0	31	41	1.3	1.3	14.2	14.3	5 1/2	12.5	13.1
Grape	4.6	4.4	204	168	1.4	1.2	28.6	27.8	24	35.2	36.2
Pineapple	12.5	12.5	1,234	1,111	1.5	1.5	57.0	53.4	46	27.1	30.3
Prune	7.6	6.1	615	500	1.8	1.9	39.3	38.8	32	32.1	33.3
Tomato	16.9	17.0	1,572	1,564	1.5	1.6	53.6	52.3	46	27.3	27.1
Total 2/	46.3	45.5	6,718	6,169	2.6	2.5	50.5	48.9			
Canned ades											
Orangeade	2.7	2.4	330	290	1.7	1.8	62.8	60.5	46	28.2	28.5

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Includes other canned single-strength juices.

National Consumer Panel of Market Research Corporation of America.

Table 2.--Frozen concentrated juices and ades: U. S. total consumer purchases and average price, December 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1955	1954	1955	1954	1955	1954	1955	1954		1955	1954
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	28.9	27.7	4,683	4,673	2.2	2.4	19.2	19.1	6	16.7	15.9
Grape	4.0	3.7	269	236	1.5	1.6	12.3	10.8	6	20.2	21.3
Other concentrates	1/	1/	259	210	1/	1/	14.6	12.5	6	15.5	16.1
Total	30.6	29.1	5,211	5,119	2.4	2.6	18.4	18.0			
Concentrated ades											
Frozen											
Lemonade	1.9	1.8	147	127	1.4	1.3	15.1	13.6	6	14.3	16.0
Shelf pack											
Orangeade	1.1	1.2	103	93	1.6	1.3	15.1	16.1	6	16.6	16.5

1/ Information not available.

National Consumer Panel of Market Research Corporation of America.

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, December 1955 and 1954 (4-week period)

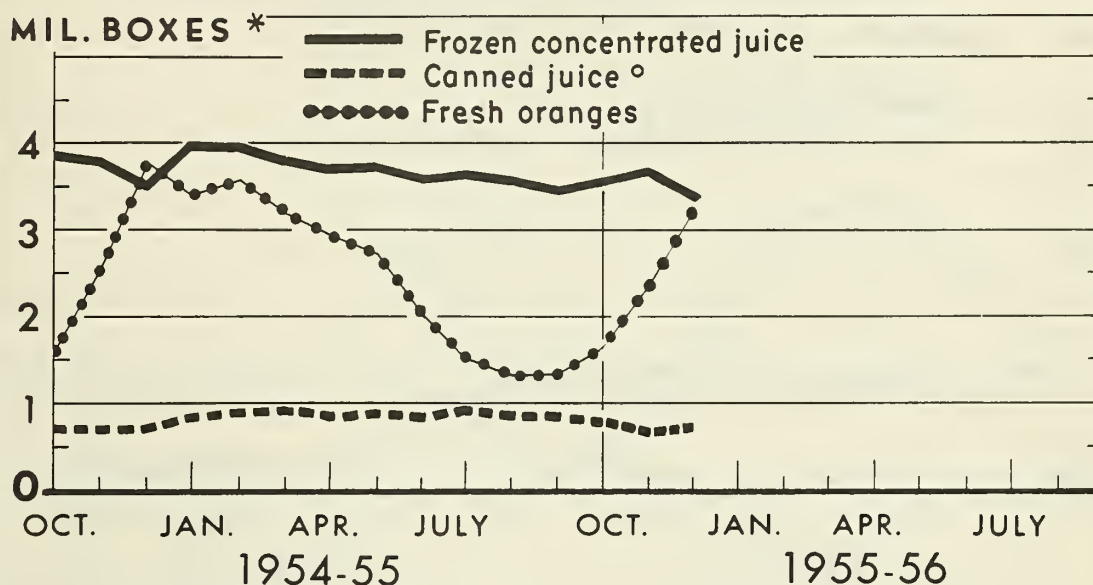
Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchases			
	1955	1954	1955	1954	1955	1954	1955	1954	1955	1954
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona	18.7	25.9	871	1,374	1.6	1.7	11.8	12.8	52.2	44.5
Florida	24.9	23.6	1,765	1,694	1.8	1.8	16.7	18.3	33.8	28.3
Unidentified	11.6	12.6	491	543	1.3	1.4	13.3	13.6	39.4	35.5
Total 1/	48.7	54.2	3,270	3,764	1.9	1.9	14.5	15.1	39.4	35.1
Grapefruit										
California-Arizona	2.3	3.4	107	211	1.4	1.4	5.0	6.3	83.9	66.7
Florida	17.9	15.3	1,161	973	1.8	1.8	5.5	5.5	78.0	78.0
Unidentified	9.8	9.8	459	454	1.4	1.4	5.4	4.9	77.7	79.8
Total 1/	28.7	28.1	1,932	1,895	1.9	1.8	5.5	5.6	77.8	74.9
Tangerines	22.6	26.9	1,198	1,561	1.5	1.6	11.9	13.1	38.4	31.5
Lemons	17.7	19.3	216	243	1.4	1.4	6.1	6.1	46.8	45.0
Total 2/	66.1	69.6	6,616	7,463	3.1	3.3	10.9	11.7	44.5	39.0

1/ Includes small purchases of Texas fruit.

2/ Includes small purchases of other citrus fruits.

National Consumer Panel of Market Research Corporation of America.

# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



\*FRESH FRUIT EQUIVALENT

°INCLUDES HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1929 - 56 (1) AGRICULTURAL MARKETING SERVICE

Figure 1

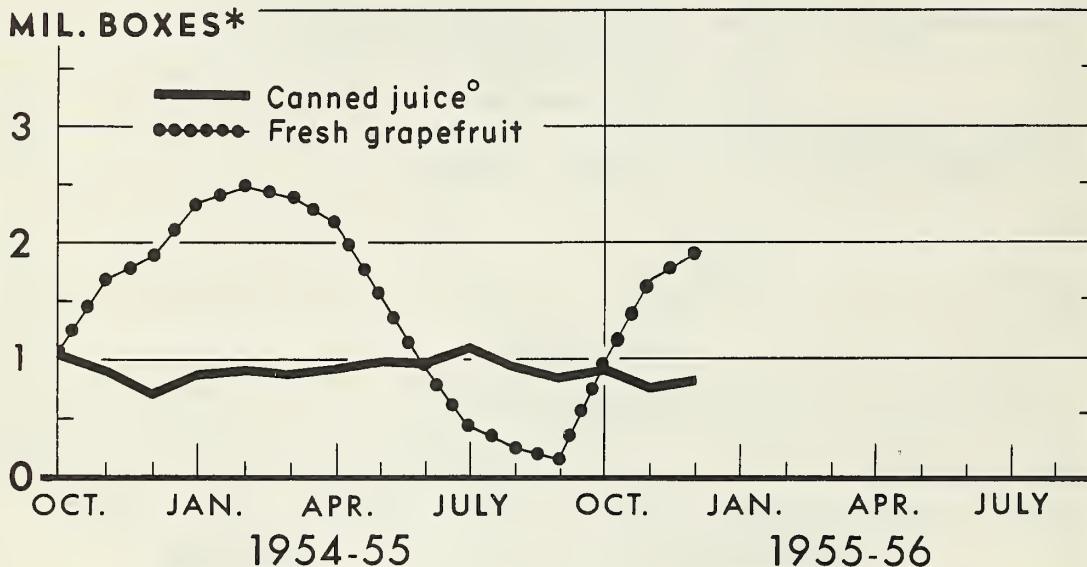
Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1954 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice 1/		Total	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,643	1,574	3,597	3,850	773	722	6,013	6,146
November	2,350	2,518	3,621	3,769	672	713	6,643	7,000
December	3,270	3,764	3,395	3,486	723	711	7,388	7,961
October-December 2/		8,612		11,917		2,299		22,828
January		3,400		3,984		830		8,214
February		3,555		3,972		897		8,424
March		3,181		3,775		912		7,868
October-March 2/		19,543		24,599		5,177		49,319
April		2,965		3,685		841		7,491
May		2,709		3,700		872		7,281
June		2,001		3,568		822		6,391
October-June 2/		27,758		36,420		7,937		72,115
July		1,522		3,648		922		6,092
August		1,331		3,554		836		5,721
September		1,335		3,496		824		5,655
Season 2/		32,270		48,025		10,724		91,019

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



\* FRESH FRUIT EQUIVALENT ° INCLUDES ONE-HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES  
SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1930 - 56 (1) AGRICULTURAL MARKETING SERVICE

Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1954 to date

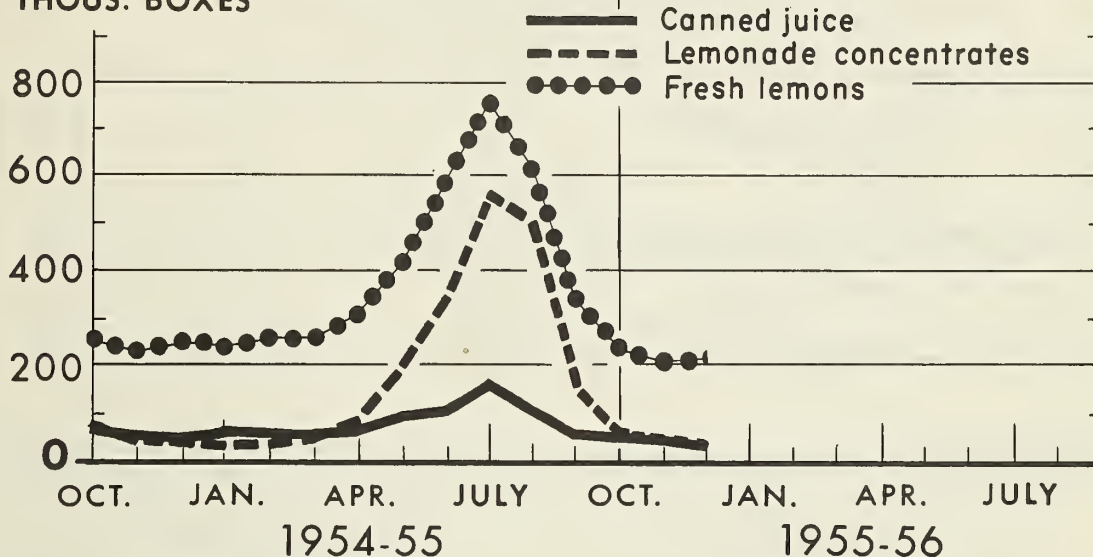
Period	Fresh grapefruit		Canned single-strength grapefruit juice <sup>1/</sup>		Total	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	984	1,053	921	1,037	1,905	2,090
November	1,695	1,694	772	911	2,467	2,605
December	1,932	1,895	828	725	2,760	2,620
October-December <sup>2/</sup>		5,121		2,847		7,968
January		2,330		882		3,212
February		2,498		907		3,405
March		2,387		887		3,274
October-March <sup>2/</sup>		12,995		5,734		18,729
April		2,162		924		3,086
May		1,552		978		2,530
June		948		970		1,918
October-June <sup>2/</sup>		17,950		8,857		26,807
July		434		1,112		1,546
August		244		950		1,194
September		215		858		1,073
Season <sup>2/</sup>		18,905		12,016		30,921

<sup>1/</sup> These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

<sup>2/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF LEMON PRODUCTS BY CONSUMERS

THOUS. BOXES



\* FRESH FRUITEQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1931 - 56 (1) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1954 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	228	252	39	54	49	51	53	59	320	365
November	207	225	35	49	37	35	39	37	281	311
December	216	243	36	44	31	27	34	29	286	316
October-December 3/		785		161		120		132		1,078
January		234		51		26		27		312
February		251		48		29		31		330
March		252		46		41		43		341
October-March 3/		1,583		318		224		241		2,142
April		307		54		68		72		433
May		407		84		187		197		688
June		587		96		327		342		1,025
October-June 3/		2,997		572		865		913		4,482
July		754		160		526		554		1,468
August		610		108		461		480		1,198
September		337		50		152		157		544
Season 3/		4,614		909		2,085		2,186		7,909

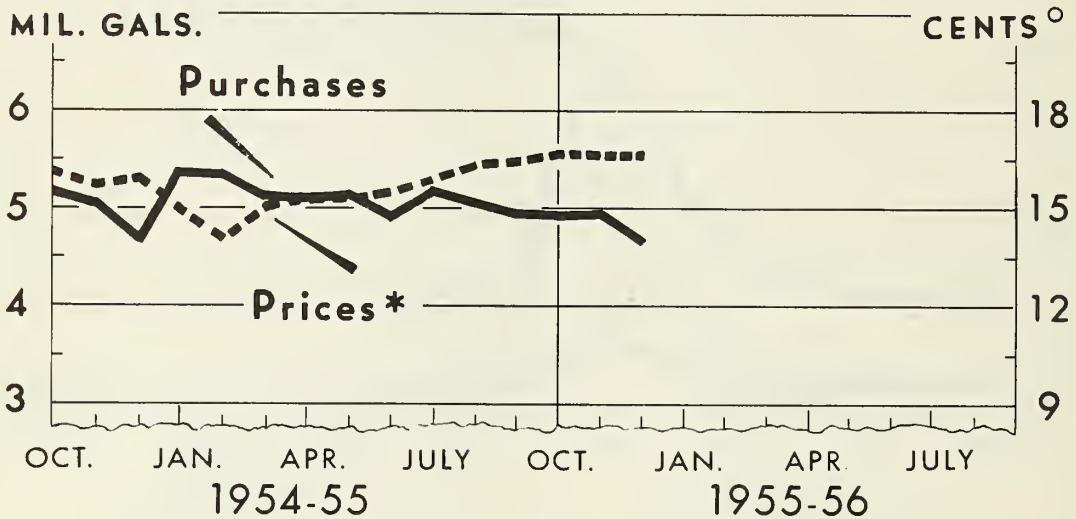
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



\* PRICES PAID BY HOUSEHOLD CONSUMERS

<sup>o</sup> PER 6-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1932-56 (1) AGRICULTURAL MARKETING SERVICE

Figure 4

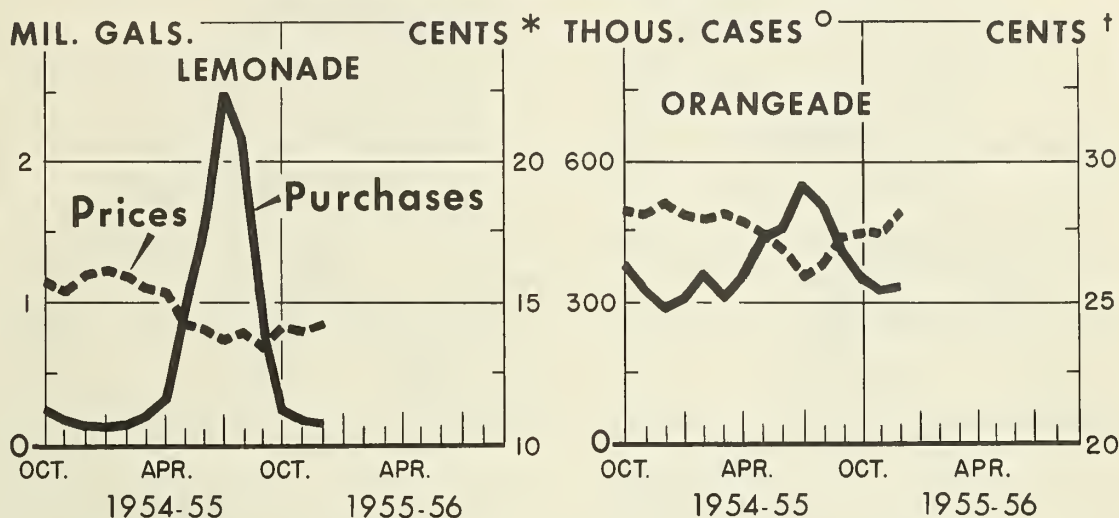
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1954 to date

Period	Purchases		Average price per 6 oz. can	
	1955-56	1954-55	1955-56	1954-55
	1,000 gallons	1,000 gallons	Cents	Cents
October	4,962	5,161	16.6	16.1
November	4,995	5,052	16.6	15.7
December	4,683	4,673	16.7	15.9
October-December 1/		15,974		
January		5,377		14.9
February		5,360		14.0
March		5,094		14.8
October-March 1/		33,089		
April		5,090		15.2
May		5,111		15.3
June		4,928		15.5
October-June 1/		49,417		
July		5,182		15.9
August		5,048		16.3
September		4,966		16.4
Season 1/		65,901		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA  
\* PER 6-OUNCE CAN ° EQUIVALENT CASES OF 24 #2'S † PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1933 - 56 (1) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1954 to date

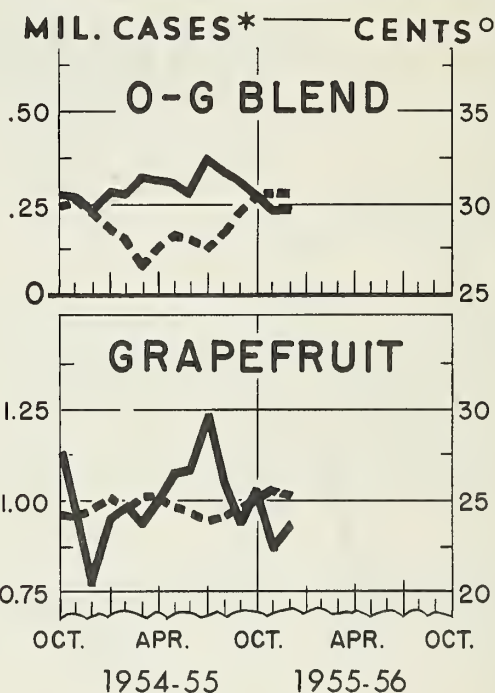
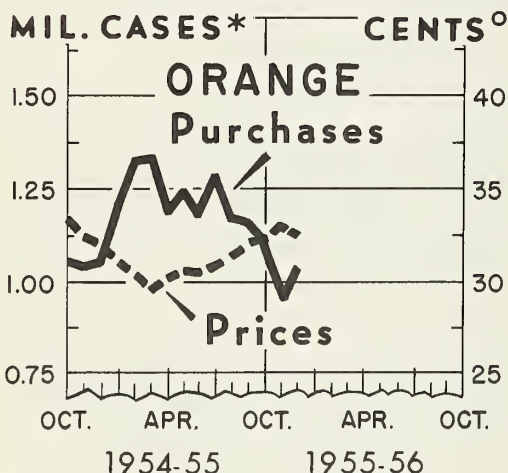
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	230	244	14.0	15.7	351	373	27.5	28.2
November	174	167	14.0	15.4	326	326	27.3	28.1
December	147	127	14.3	16.0	330	290	28.2	28.5
October-December 2/		568				1,070		
January		121		16.2		306		28.1
February		136		15.9		361		28.0
March		194		15.5		311		28.2
October-March 2/		1,061				2,136		
April		321		15.3		348		27.9
May		887		14.3		436		27.5
June		1,551		14.0		458		26.9
October-June 2/		4,099				3,492		
July		2,493		13.6		551		25.9
August		2,184		13.9		512		26.3
September		720		13.3		406		27.3
Season 2/		9,882				5,076		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# CANNED CITRUS JUICES

Consumer Purchases  
and Prices Paid



\* EQUIVALENT CASES OF 24 #2's

° PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1934 - 56 (1) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1954 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can	per 46 oz. can
1955-56: 1954-55	1,000	1,000			1,000	1,000			1,000	1,000		
	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents	cases 1/	cases 1/	Cents	Cents
October	1,104	1,054	32.3	33.4	1,033	1,127	25.3	24.1	274	276	30.4	29.9
November	954	1,043	33.0	32.4	857	978	25.5	24.0	248	267	30.6	30.1
December	1,038	1,056	32.8	32.0	930	767	25.2	24.6	244	235	30.2	29.4
October-December 2/		3,381				3,060				824		
January		1,212		31.0		952		25.1		285		28.6
February		1,321		30.4		984		24.6		283		28.1
March		1,326		29.5		939		25.2		322		26.5
October-March 2/		7,591				6,157				1,795		
April		1,190		30.2		1,006		25.2		312		27.7
May		1,241		30.6		1,077		24.6		307		28.3
June		1,176		30.5		1,080		24.4		280		28.1
October-June 2/		11,515				9,593				2,779		
July		1,287		30.8		1,235		23.9		377		27.6
August		1,170		31.4		1,049		24.1		334		28.5
September		1,161		32.1		942		24.7		314		29.6
Season 2/		15,425				13,088				3,878		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

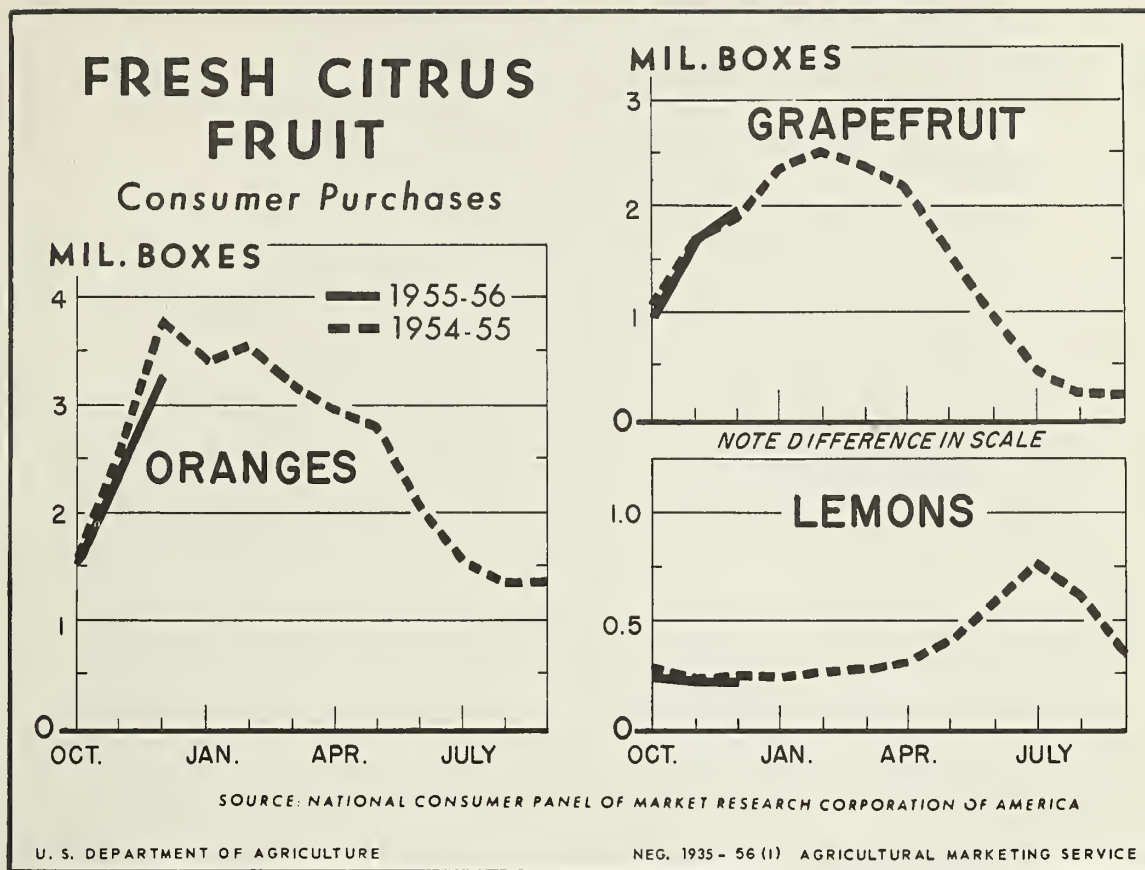


Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1954 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1955-56:	1954-55:	1955-56:	1954-55:	1955-56:	1954-55:	1955-56:	1954-55:	1955-56:	1954-55:	1955-56:	1954-55:
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	1,643	1,574	42.1	45.6	984	1,053	90.7	92.8	228	252	43.9	45.1
November	2,350	2,518	37.9	35.0	1,695	1,694	80.1	78.4	207	225	45.5	46.8
December	3,270	3,764	39.4	35.1	1,932	1,895	77.8	74.9	216	243	46.8	45.0
October-December 1/	8,612				5,121				785			
January		3,400		37.1		2,330		74.2		234		46.2
February		3,555		37.3		2,498		73.4		251		44.0
March		3,181		39.8		2,387		78.4		252		42.9
October-March 1/	19,543				2,995				1,583			
April		2,965		42.2		2,162		82.9		307		41.3
May		2,709		42.8		1,552		93.3		407		41.9
June		2,001		43.5		948		101.5		587		40.4
October-June 1/	27,758				17,950				2,997			
July		1,522		43.9		434		106.6		754		41.8
August		1,331		44.9		244		108.8		610		41.6
September		1,335		45.0		215		112.3		337		42.7
Season 1/	32,270				18,905				4,814			

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

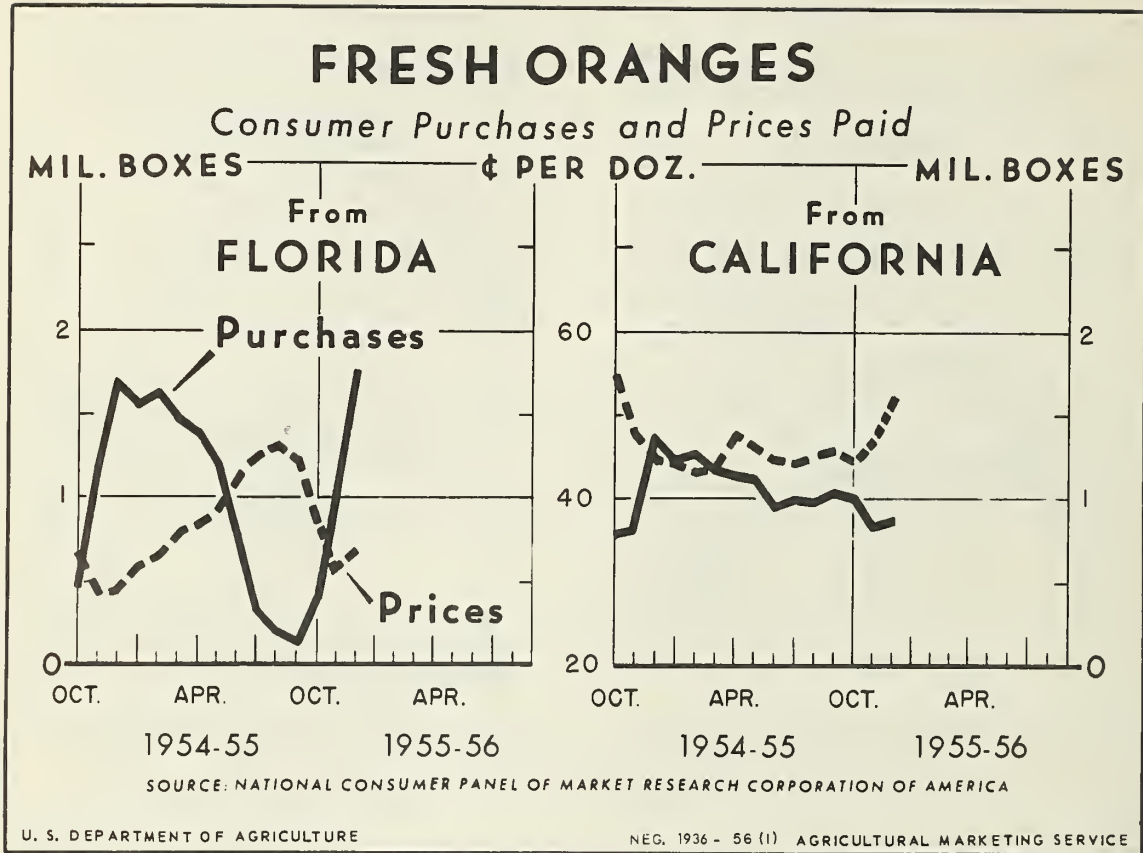


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1954 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	390	455	36.8	33.3	1,009	789	44.6	54.9
November	1,081	1,194	32.0	28.1	842	809	47.0	47.8
December	1,765	1,694	33.8	28.3	871	1,374	52.2	44.5
October-December 1/		3,660				3,271		
January		1,560		31.4		1,234		44.4
February		1,632		32.7		1,261		43.0
March		1,471		35.8		1,170		43.8
October-March 1/		8,704				7,206		
April		1,380		36.7		1,125		47.8
May		1,204		38.3		1,116		46.4
June		746		42.6		963		44.7
October-June 1/		12,265				10,636		
July		321		45.3		995		44.0
August		182		46.1		986		44.8
September		128		44.5		1,038		45.4
Season 1/		12,919				13,918		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.